

## ABSTRACT

A method for presenting customized content to a viewer by archiving the viewer's behavior on a server coupled to a wide area network and collecting the viewer's preferences over time; receiving a request for a selected audio or video content; 5 dynamically generating customized audio or video content according to the viewer's preferences; merging the dynamically generated customized audio or video content with the selected audio or video content; and displaying the customized audio or video content to the viewer.